

Engaging Hispanic Youth in U.S. Diplomacy



Project Title	Engaging Hispanic Youth in U.S. Diplomacy
Project Summary	Conceive, Design and Implement a Marketing Strategy/Community to increase the number of Hispanics in Diplomacy
Country	United States

Project Description

Founded in 1982, the Hispanic Employee Council of Foreign Affairs Agencies (HECFAA) is one of the oldest Affinity Groups within the U.S. Department of State. We advocate for the contribution of the Hispanic population in the Mission of the Department. We are interested in increasing the number of Hispanics interested in Diplomacy, willing to serve their country as U.S Diplomats or in the Civil Service. Outreach efforts support the Hispanic Employee Council of Foreign Affairs Agencies (HECFAA).

The incumbent will:

- Develop and implement a marketing strategy for community outreach
- Design and maintain marketing tools (logo, newsletters)
- Design and maintain a website
- Manage social media accounts
- Establish community outreach plans/objectives
- Research on positioning institutional image
- Coordinate networking policies
- Apply for grants

Required Skills or Interests

Skill(s)

Cultural diplomacy

Design thinking

Marketing

Website design

Additional Information

The ideal team member would be willing to broaden/learn their skills on marketing, web design, PC and Mac literacy, web conferencing, community outreach policy maker, grant writing

Language Requirements

None